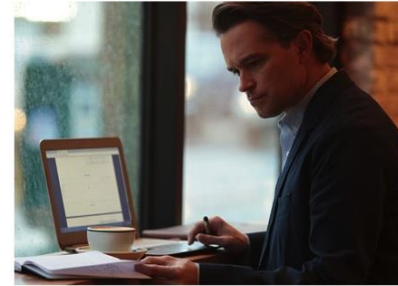


It's all about the Bennies

Discussing Non-Energy Benefits with your customers

By Wilmer Cabrera & Johnny Murphy



Agenda

- Introductions (Johnny & Wilmer)
- Brief history on lighting sales
- Why NEBs???
- Customer Scenario
- Different Types of NEBs
- Revisit Customer Scenario
- Wrap up!

Brief History on Lighting Sales

Phase 1



HID



LED

Phase 2



T5, HID High Bay



LED High Bay

Phase 3



T5, HID High Bay



LED High Bay



Controls

Why NEBs?

NEBs = Non-Energy Benefits

- Why talk about NEBs with your customers?
 - Adds value to projects
 - Helps establish your presence as a knowledgeable resource
 - Increase cost effectiveness beyond energy savings



Customer Scenario



Customer Scenario

Murphy-Cabrera LLC




Key points

- Built in early 2000's and purchased 2 years ago
- There are office/retail and warehouse spaces in the back of the building
- Building owner, Mark, has done some recent aesthetic upgrades to the facility now that the building is empty
- He's looking to simply replace all fluorescent lighting to LED, and wants to learn more about HVAC incentives but doesn't know much about technology

Let's start on the right foot...

- During the assessment of the facility, a thorough evaluation is the first step to understanding what benefits are important to your customer.
- Identify the decision-maker/influencer
- Identify needs for the facility
 - Space utilization
 - Operating schedules
(Shift based or 24/7)
 - Ask about current pain points
(Employee or occupant complaints)



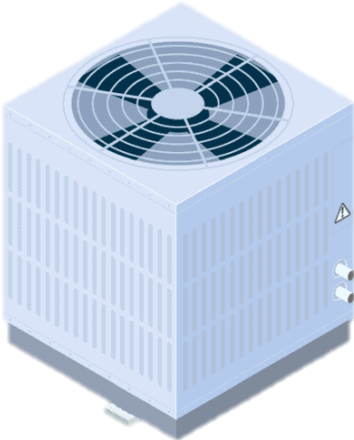
A woman with glasses and a brown apron over a grey sweater is smiling as she pours milk from a metal pitcher into a white coffee cup. She is standing behind a wooden coffee counter. In the background, another person is working at a coffee machine. The scene is warmly lit, suggesting a cozy cafe environment. A red geometric graphic is in the top right corner.

Energy vs Non-Energy Benefits

Energy Benefits



Lighting



HVAC

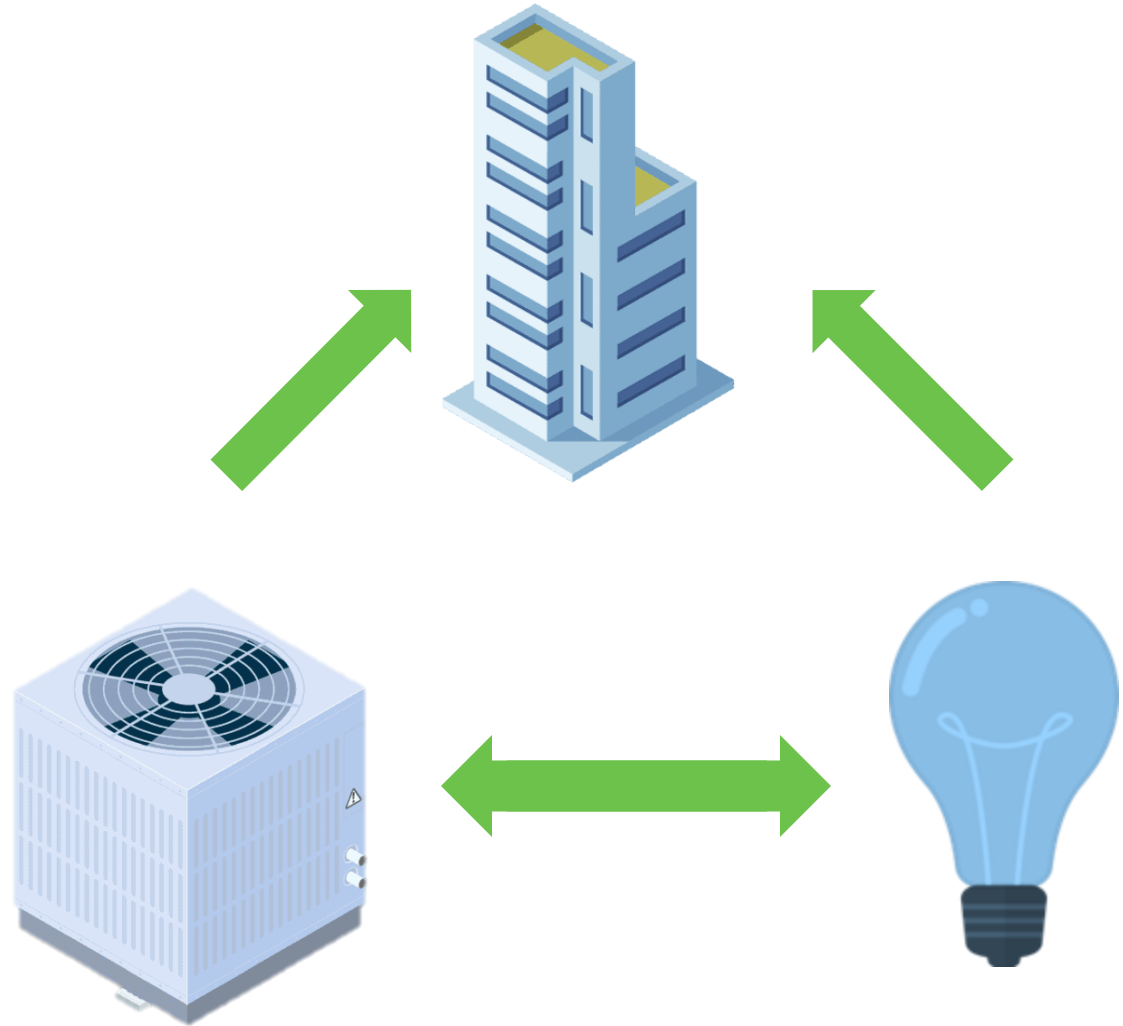


Building Envelope

Energy savings (Reduction in kWh) = Reduced costs

Non-Energy Benefits

- Reduced Costs
- Occupant Satisfaction
- Data Analytics
- Sustainability
- Aesthetics



Reduced Costs

Simple Payback (ROI)

- The amount of time it will take to recoup your investment (*Project costs*)
- Most projects will have a payback of 2.5 years
- Payback doesn't stop there... (*TCO*)

Maintenance Costs

- Cost to maintain system
- Expanded life of fixtures with controls
- Ask customer: “What is your yearly/monthly maintenance costs?”



Occupant Satisfaction: Health, Safety & Comfort

- Reduce chances of work-related incidents/errors
- Personalized comfort
- Indoor air quality
- Fatigue reduction
- Increase in productivity
- Lower occupant complaints
- Ask customer:
“What is the feedback you're receiving from tenants/customers?”





Case Study : US Postal Office in Reno

IN 1986 THE RENO POST OFFICE BECAME THE MOST PRODUCTIVE IN THE WESTERN US (NEBS)

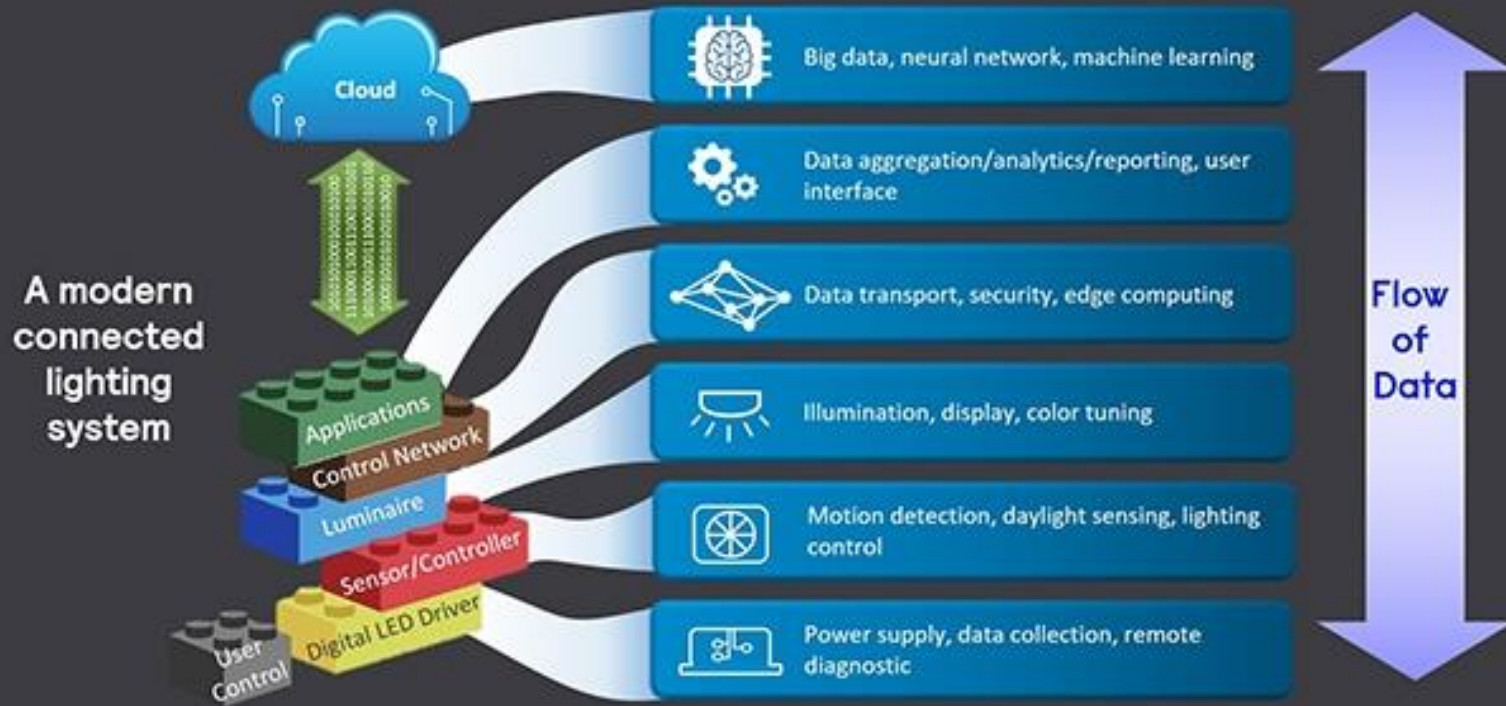
- Reno selected to be a minimum energy user
- Redesign workspace, redesign lighting, redesign heating and cooling
- Lighting was the main focus. Projected savings for whole project came out to \$22,400 per year
- Additional \$30,000 in savings came from the roof. No maintenance costs from taking care of ceiling
- Combined 50k a year in savings giving the project a 6-year ROI
- Productivity gains worth 400-500k per year (NEBs)
- The unintended side affect of this project was a quantifiable improvement in production. Energy was the main focus, but while converting the space for energy efficiency the space became a case study for NEBs

Real-time Data Analytics

- BMS (Building Management System) gives real-time information to help maintain the health of the equipment.
 - Helps maintain proper maintenance
 - Remote diagnostic alerts
- Gather data like:
 - Traffic occupancy
 - Usage
 - Demand response
 - Reduce HVAC energy using lighting sensors



Digital LED drivers expands data collection capability



Sustainability

- Some Companies have a sustainability goals
- BCORP Companies
- LEED Certification
- ESG (*Environmental, Social, and Governance*) Score
- GRESB (*for Real Estate holdings*)



4526 Trees Planted



37 Cars Removed
from the Road



22 Single Family Homes
Powered for One Year



66.1 Tons of Waste
Removed from Land

Aesthetics

- Adds value to property **AND** business
- Color tuning (color selectable)
 - Helps business match all lighting and create custom ambiance (mood)
- New fixture vs Relamp
 - New fixture ensure we're replacing outdated technology that could be a hazard and has a sleek design to enhance the look and feel of a place



Case Study: Seattle Mariners Locker Room

- Planned CEO John Hwang, Lighting Wizards principal Stan Walerczyk, and Harvard professor Dr. Steven Lockley worked on the project intended to help the baseball players prepare for a game and relax afterwards.
- The tunable lighting allows the team to increase energy at the blue end of the visual spectrum prior to games to increase player alertness.
- After a game, the team sets the lighting to a warm CCT to help the players transition to a rest cycle and help the players endure the long 162-game season with games contested 6–7 days per week.



Revisiting Customer Scenario



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Revisiting Customer Scenario

Mark is eager to hear what you have to say. It's time to present your proposal talking about the non-energy benefits that you think matter most to Mark.



Let's touch on these 5 points:

- Reduced Costs
- Occupant Satisfaction
- Data Analytics
- Sustainability
- Aesthetics



Reduced Maintenance

Increased Safety & Security

Better Environment for inhabitants



Increased Productivity



Help meet corporate sustainability goals



We are here to serve!



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thank you!